



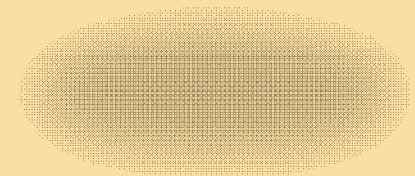
# Rinse & Repeat

Measure. Analyze. Optimize.

An iterative approach to realizing  
marketing effectiveness.

# Who am I?

- “ Director of Marketing Analytics at Penguin Random House in Digital Marketplace Development
- “ Oversee tools and processes that help marketers plan, optimize, and measure effectiveness
- “ 7+ years at Random House in consumer outreach and analyst roles
- “ Brief stint in market research outside of publishing



# Today's Agenda

- “ Old and New
- “ Optimization Cycle
- “ Listen, Plan, Listen, Act, Listen!
- “ Goals & Measurement
- “ Tools for Iteration / Optimization
- “ Case Studies

# Old Way vs. a New Way

## “ Old Way

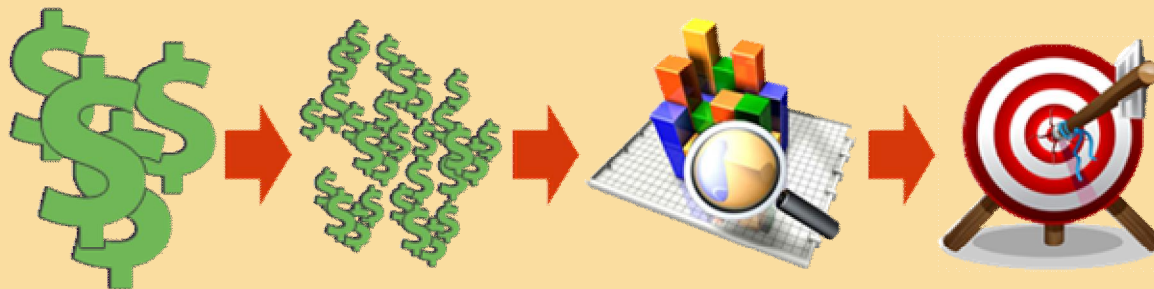
- Big bets, big spend, up-front commitments
  - “ Full page print ads, 1-day homepage takeovers
  - “ Often strategically important
- If it doesn't work, the money is gone!



# Old Way vs. A New Way

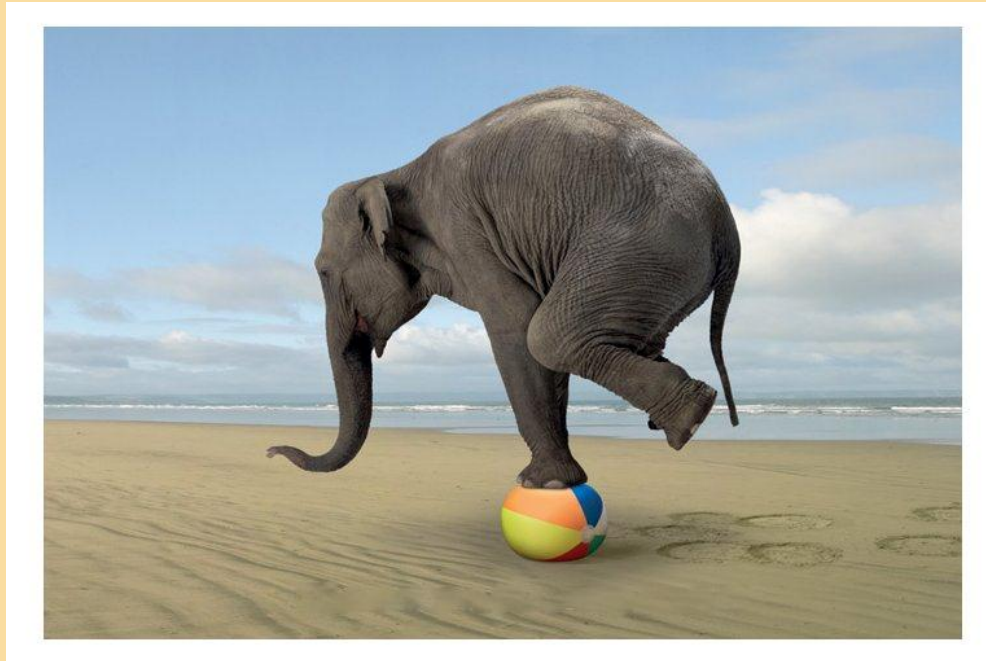
## “ New Way

- Iterate and optimize
- Data-driven planning
- Small experiments
- Less up-front commitment
- Measure and place bigger bets based on performance (iteration)



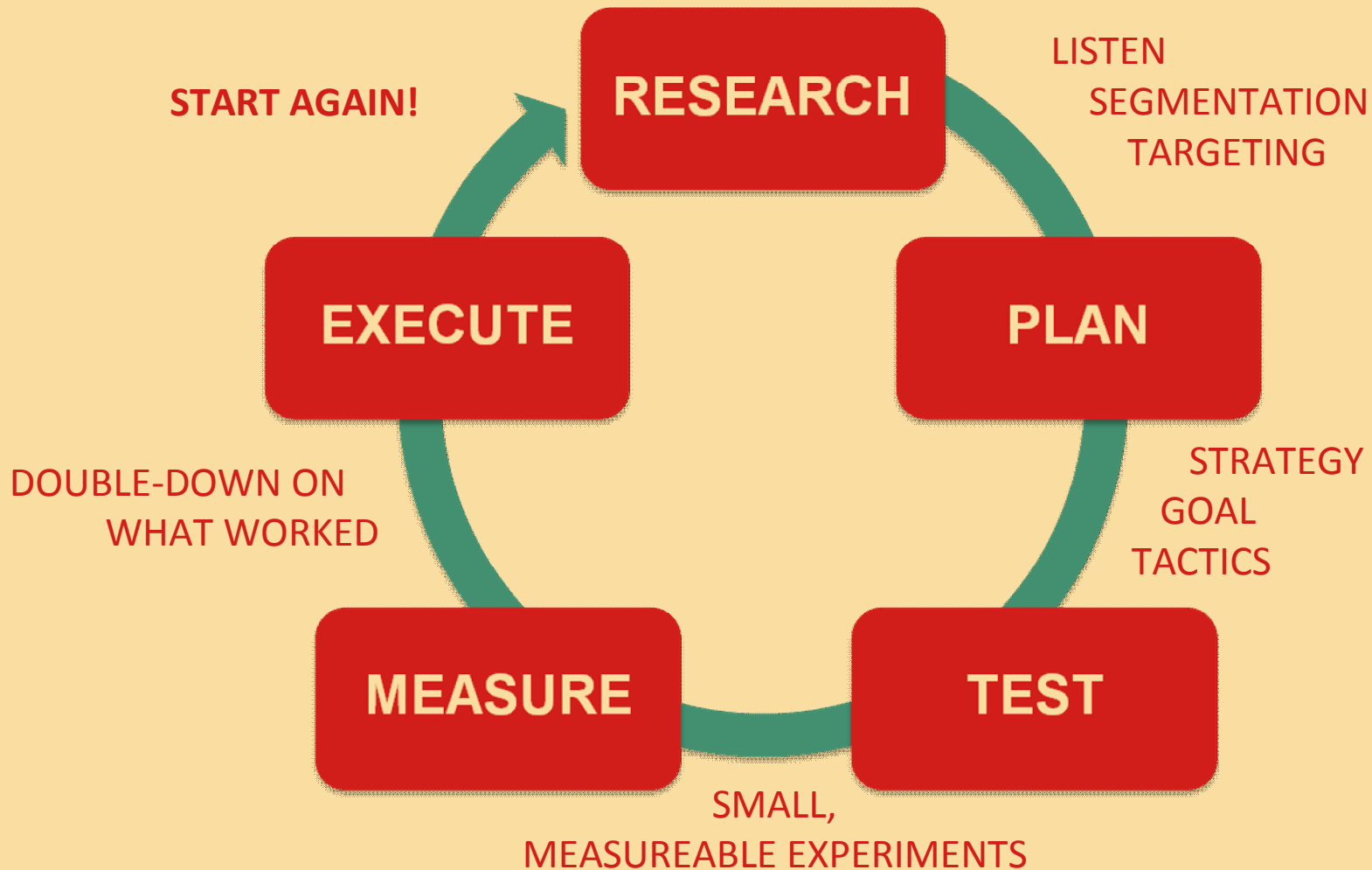
# Old Way vs. A New Way

**“ Both are useful in today’s marketing mixes...**



**... you just have to balance them based on your goals.**

# Optimization and Iteration Cycle



# What is Data-Driven Planning?

“ Data-driven campaigns answer these questions **up-front**:

- **Who is the target audience?**

- “ What are their demographics, interests, behaviors?
- “ Are there any comp titles or authors?
- “ Does my audience have any genre preferences?
- “ Where do they hang out?

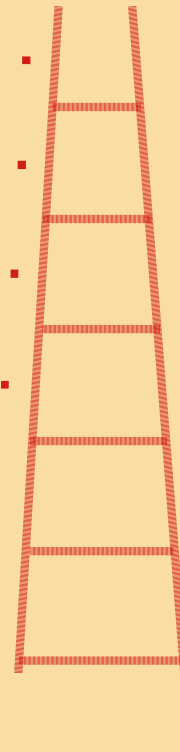




# Readers are Social

## “ The Forrester Technographics Ladder:

- CREATORS:** .....  
Publish web pages/blogs, upload videos/audio
- CONVERSATIONALISTS:** .....  
Update status/post updates
- CRITICS:** .....  
Comment on blogs and post ratings/reviews
- COLLECTORS:** .....  
Use RSS and tag web pages to gather info
- JOINERS:** .....  
Maintain profile on social networking sites
- SPECTATORS:** .....  
Read blogs, watch peer videos, listen to podcasts
- INACTIVES:** .....  
Are online but don't yet participate in any form of social media



Total US	Book Buyers	eBook Buyer
20%	27% ↑	31% ↑
31%	37% ↑	44% ↑
33%	44% ↑	47% ↑
18%	25% ↑	35% ↑
67%	73% ↑	78% ↑
75%	85% ↑	87% ↑
13%	7% ↓	6% ↓

Source: Forrester North American Technographics Media and Advertising Recontact Survey, Q3 2012, Adults 18+

# Listen, Plan, Listen, Act... Listen!

- “ Social media listening is having a moment
- “ **Enterprise tools** like Radian6, Brandwatch, Sysomos, Buzzmetrics, Visible Technology, etc.
- “ **Inexpensive tools** like Topsy, PeekAnalytics, Simply Measured, Trakur, etc.

# Listen, Plan, Listen, Act... Listen!

“ Why use these tools? To answer these questions:

- . Who's talking about this?
- . How do they talk about it?
- . When do they talk about it?
- . Where do they talk about it?
- . Who talks about it the most (and to whom)?

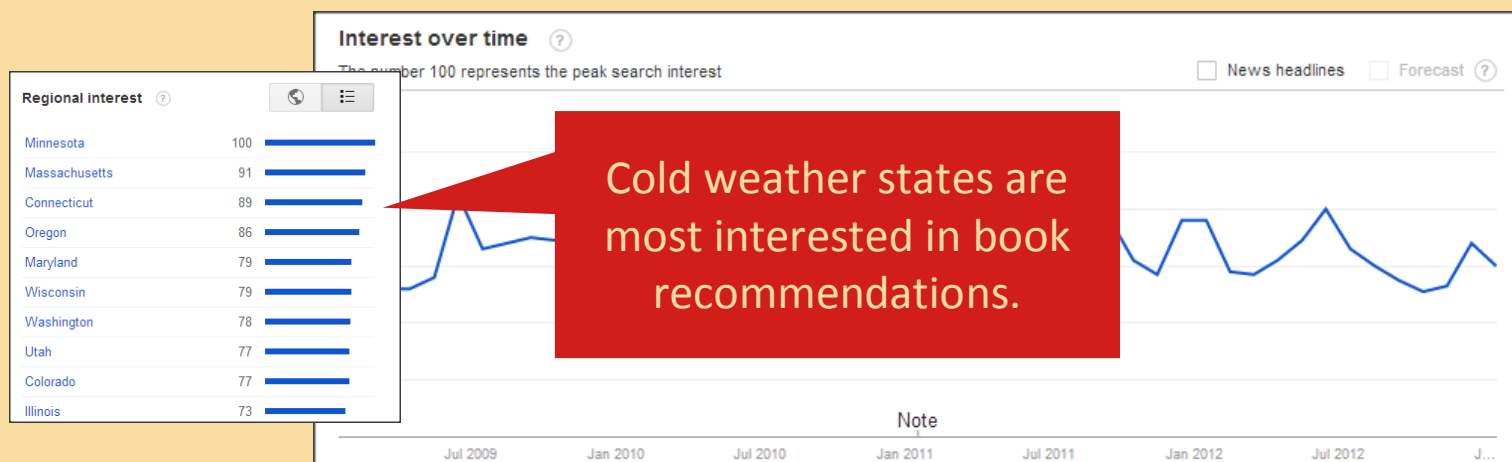
“ Implications for segmentation, targeting, positioning, and messaging.

- . Useful for marketing, publicity, product development, etc.



# One Example of Non-Social Media Listening

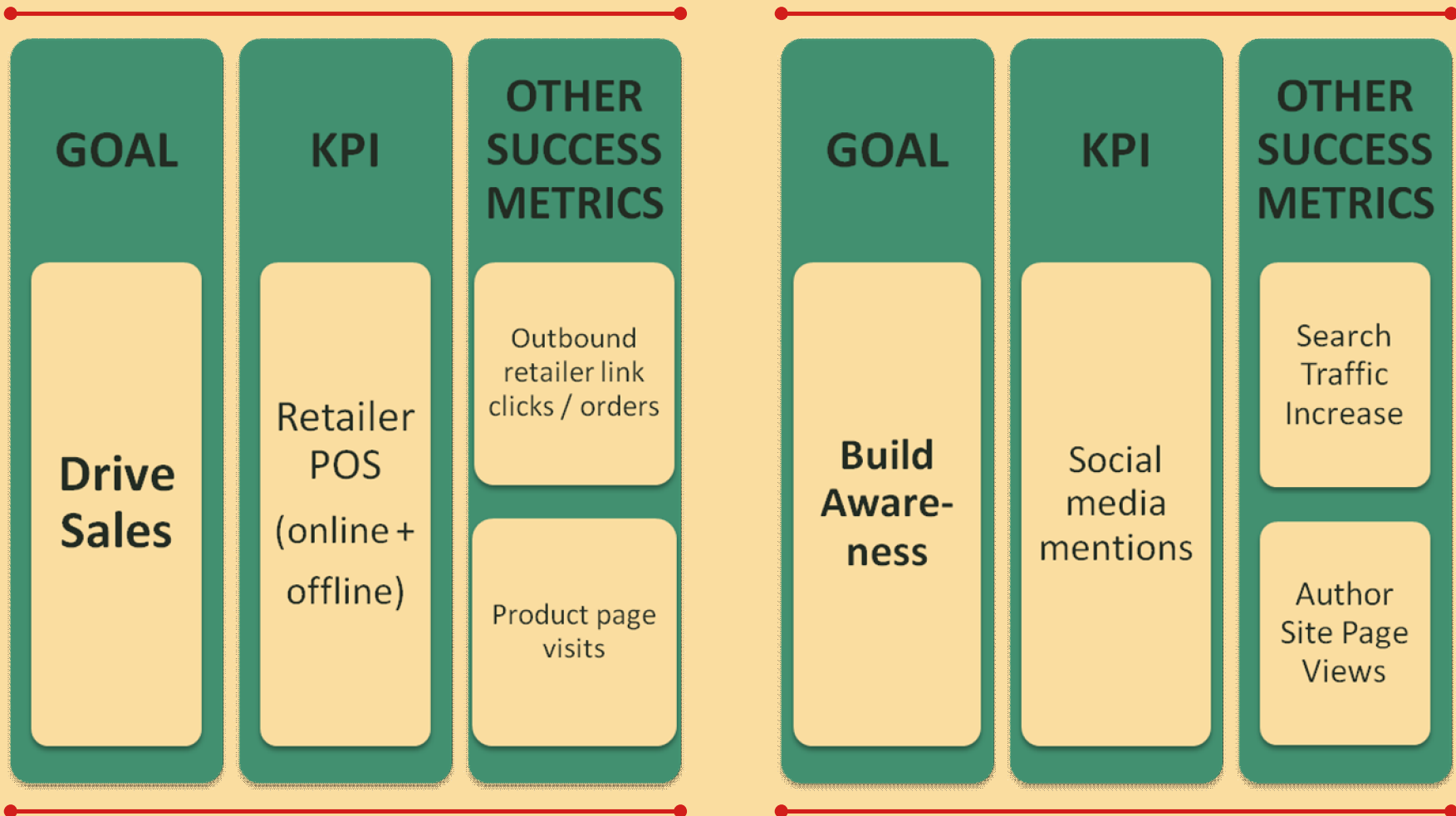
- “ Google Trends is a great proxy for what people care about, where and when
  - Searches for %book recommendations+peaked in June and January until 2011 when they began to peak in June and December (likely because of eBook devices)



# Goal Setting

- “ Start with a **very clear goal** and choose metrics that measure **success**
- “ Choose 1-2 KPIs, plus contributing metrics
  - Conversions and micro-conversions
- “ Sometimes we run campaigns to drive sales, and sometimes we run campaigns to make an author happy . very different goals and success metrics!

# Goal Setting

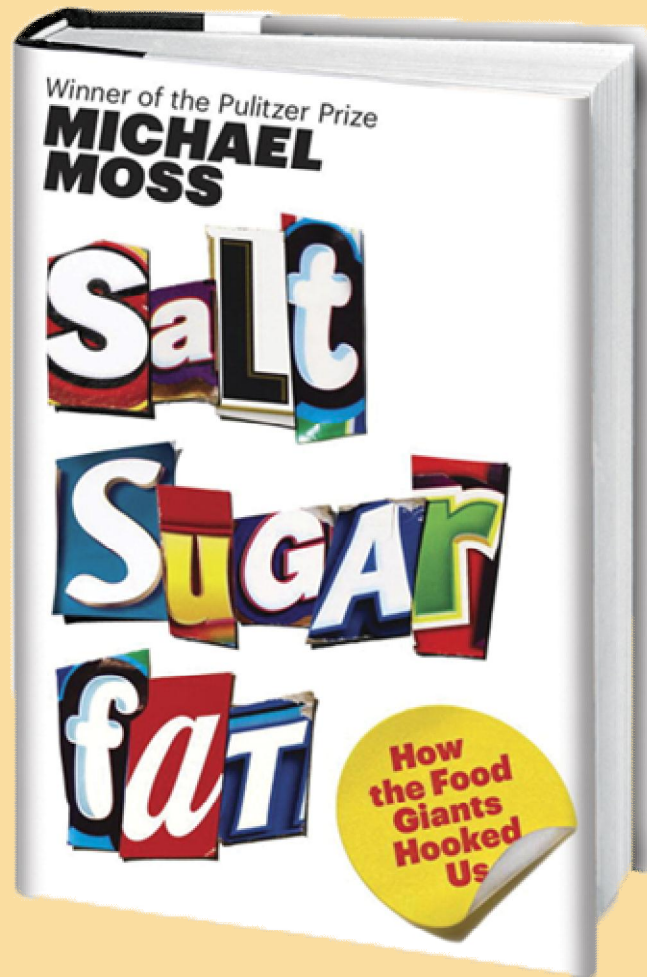


# Experiment!

Self-serve ads are a great place to start – for small \$ you can get great insight!

Ad Testing Process	Example
1. Define the goal	Figure out which image resonates most with target audience
2. Outline the test	“ Run FB ads and Google Display Network ads targeting women with an interest in cooking “ Use the same text for both ads, but two different images
3. Define “winning” – what is success in this case	KPI = CTR; CTR over 0.20% = success (based on past experience)
4. Ensure you can measure your definition of success	Yes, that’s a native data point in Google and FB
5. Execute	Run the ads – make sure you have control over timing
6. Measure quickly	After 100K impressions, is there a significant CTR difference? Yes? Pause the ads
7. Choose a winner and apply learning to the larger campaign	Incorporate the winning image in subsequent ad campaigns, websites, and social

# Case Study #1: *Salt Sugar Fat*






# Case Study #1: *Salt Sugar Fat*

- “ Used social listening tools to monitor response to 1<sup>st</sup> serial in New York Times magazine
- “ Found people comparing food industry to tobacco industry
- “ Ramped up emotional appeals in messaging (e.g., “Do you know what your kids are eating?+)
- “ Retargeted people mentioning the New York Times article on social media
- “ Engagement rates far exceeded expectations
- “ #1 New York Times Bestseller




# Case Study #2: Tastebook.com Ad Testing

2013 CHEVROLET VOLT  
**AVERAGE 900 MILES BETWEEN FILL-UPS BY CHARGING REGULARLY\***



\*EPA-estimated 98 MPGe (electric); 35 MPG city/40 highway (gas). Actual range varies with conditions.


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**Melon and Feta Salad**


#### What's New


**TAILGATE DISHES AT HOME**  
Kick off the football season with an at-home tailgate party

**MELON MEALS**  
Try these creative ways to integrate melons into your next meal

**TELL A FRIEND**  
Earn a FREE Tastebook when 10 of your friends join


#### Activity Feed

 André Moraes, Sarah DeLoca and 9 other friends use TasteBook.






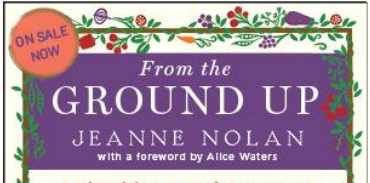
Want to customize your TasteBook homepage? We recommend signing in with Facebook to find your friends, follow friends' activity on TasteBook and share recipes.

(We'll never post without your permission)

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#### TasteBook Recommends





**ON SALE NOW**

*From the*  
**GROUND UP**  
JEANNE NOLAN  
with a foreword by Alice Waters

# Case Study #2: Tastebook.com Ad Testing

- “ Tested three segments of Google paid search keywords using very small budgets
- “ Measured success by resulting site sign-ups and Tastebook sales
  - Tagged each paid search ad segment with campaign tracking code to associate sign-ups and sales via our web analytics platform

Segment	CTR	% of Site Sign-Ups
Create a Cookbook	3.0%	54%
Recipe Organizer	1.0%	30%
Recipes	1.1%	16%

- “ Found **create a cookbook+keyword** segment performed the best
- “ Initiated an ongoing paid search campaign for that keyword segment in Google and expanded to include Bing

# Case Study #3: BookScout Conceptual Ad Testing

The screenshot displays the BookScout website interface. At the top left is the BookScout logo with the tagline "Discover. Read. Share." and a search bar for "Search for title or author". A navigation bar includes "INVITE FRIENDS" and "FAQ" links. A promotional banner reads "ENTER TO WIN A TOTE BAG AND A BOOK WHEN YOU TAKE OUR SURVEY!".

The main content area is divided into two sections:

- Fall Reading List:** A row of nine book covers with "Like" and "Bookmark" buttons below each. The books are:
  - W is for Wasted by Sue Grafton
  - MaddAddam by Margaret Atwood
  - An Appetite for Wonder: The Making of a Scientist by Richard Dawkins
  - Never Go Back by Lee Child
  - Confessions of a Murder Suspect by James Patterson
  - The Coldest Girl in Coldtown by Holly Black
  - Songs of Willow Frost by Jamie Ford
  - The Heart of the Plate: Vegetarian Recipes for a New Generation by Mollie Katzen
  - Allegory by Veronica Roth
- Popular Among Your Friends:** A row of nine book covers with "Liked" and "Bookmark" buttons below each. The books are:
  - Gone Girl by Gillian Flynn
  - The Night Circus by Erin Morgenstern
  - Me Talk Pretty One Day by David Sedaris
  - The Hunger Games by Suzanne Collins
  - To Kill a Mockingbird by Harper Lee
  - Wonder by R. J. Palacio
  - Bossypants by Tina Fey
  - The Expats by Chris Pavone
  - Wonder by R. J. Palacio

On the left side, there are navigation menus for "RECOMMENDATIONS", "MY BOOKSHELF", "MY FRIENDS' BOOKS", and "BOOKS YOU'VE VIEWED". The "BOOKS YOU'VE VIEWED" section lists several books with their covers and authors.



# Case Study #3: BookScout Conceptual Ad Testing

- “ Used ad testing to refine BookScout concept
- “ Tested Facebook ads targeted to readers and book club members promoting three fake app concepts:

- Social games about books
- Book club logistical tools
- Book recommendations



- “ Ads led to a landing page where users could sign up to receive news when the app launched
- “ Judged consumer interest in the app concepts by ad CTR and landing page sign-ups
- “ Book recommendations were the far-and-away winner and were prioritized in BookScout development

# In Closing

- “ Experiment early and often
- “ Testing and iterating can take more time and effort than the ~~old~~ way, +at least initially
- “ But testing and iterating can stretch a small budget AND improve marketing effectiveness in a repeatable manner
- “ Requires new skills for marketers . new tools, analysis skills
- “ Start small/simple with inexpensive tools
- “ Always keep the goal in mind and define success
- “ Start, learn, adjust



# Thank You!